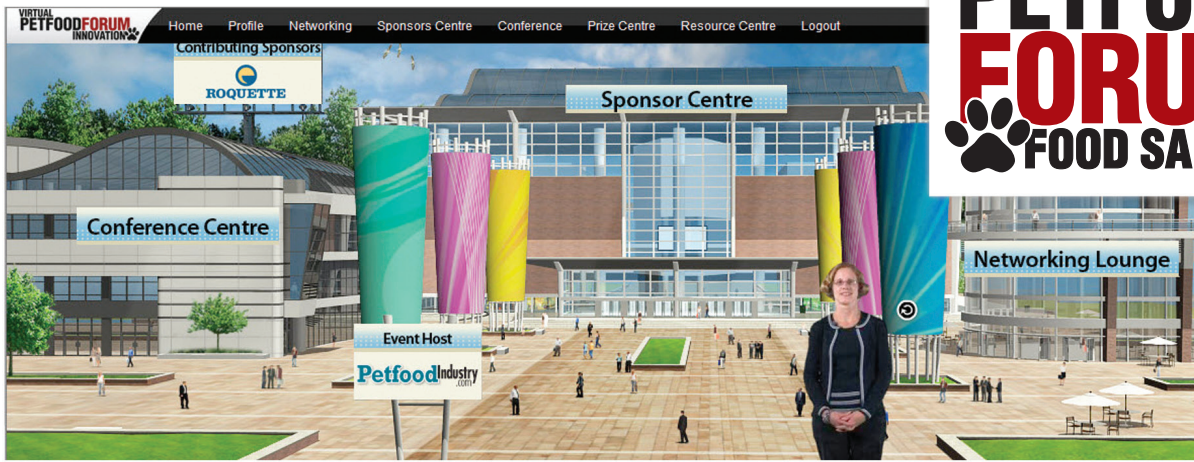


SAVE THE DATE | OCTOBER 26, 2011

08.00 to 17.00 hrs CDT (-5 GMT)

VIRTUAL PETFOOD FORUM FOOD SAFETY



WHAT IS A "VIRTUAL FORUM"?

- A one-day, live event with five educational webinars that brings buyers and sellers together.
- A virtual trade show that is less time-consuming and costly than a live trade show.
- A platform that provides sponsors with lead generation, branding, market research, knowledge transfer and direct communication opportunities.

WHO WILL ATTEND?

- Nutritionists and veterinarians, technical consultants
- Petfood packaging professionals
- Manufacturers of petfood nutritional and health products
- R&D, C-Suite executives, sales and marketing, distributors

TOP REASONS TO PARTICIPATE

- Deliver your important and needed educational information to the market
- Know exactly who is interested in your products and services as it relates to the forum topic
- Participate without incurring costs against your travel or tradeshow budgets
- Acquire qualified information about who and why industry professionals are interested in your company

Over 800 professionals from more than 60 countries registered to attend Virtual Petfood Forum in 2010. Don't miss your chance to communicate with petfood manufacturing professionals from around the world.

Contact your Petfood Industry Sales Professional to schedule a short, personal "virtual forum" demo to clearly understand how participating in Petfood Industry's 3rd Virtual Event provides an opportunity to know who is interested in your products, solutions and brand.

Programs available for every budget. Space is limited.

Visit www.WATTevents.com for more information.

PROGRAMS FOR EVERY BUDGET
SPACE IS LIMITED

At Virtual Petfood Forum: Food Safety, industry experts will provide the most current safety information on how to:

- Set up a risk-based prevention program
- Detect and control for toxins and contaminants
- Understand and meet new regulatory requirements
- Set up your plant to improve petfood safety
- Prepare for an inspection

SPONSOR PACKAGES

GOLD

\$12,000 - 5 available
limited staff required

SILVER

\$7,500 - 10 available
limited staff required

BRONZE

\$5,000 - 10 available
limited staff required

KIOSK

\$3,000 - unlimited available
no staff required

PROSPECT PROFILING – know exactly what visitors are interested in based on what they view/download	✓	✓	✓	✓
ATTENDEE AND STAFF CHAT TRANSCRIPTS know exactly what was said to whom	✓	✓	✓	
LEAD GENERATION DATABASE – record of people who registered, attended and visited your booth	Professionals that register/attend the event and your booth (live & archived)	Professionals that attended the event and your booth	Professionals that have visited your booth	Professionals that visited your booth
MINIMAL TIME INVESTMENT REQUIRED WATT builds your booth and provides full support	✓	✓	✓	✓
VIRTUAL BOOTH LOCATION	Center screen – largest booth size	Next to Gold Sponsor booths – location is “first come, first placed”	Next to Silver Sponsor booths – location is “first come, first placed”	Next to Bronze Sponsor booths – location is “first come, first placed”
CONTENT TABS AND DIGITAL CONTENT	8 tabs/20 digital items	6 tabs/15 digital items	4 tabs/10 digital items	2 tabs/6 digital items
MULTI-LOCATION CONTENT DISTRIBUTION all digital items included in the Resource Centre	✓	✓	✓	✓
AUTOMATIC INSERTION IN DIGITAL BRIEFCASE	2 digital items			
SPONSORSHIP EXPOSURE in event marketing campaign	Sponsor logo included on print/digital edition ads, eMarketing and WATTevents.com	Sponsor logo included on print/digital edition ads and WATTevents.com	Sponsor logo included on print/digital edition ads and WATTevents.com	
ADDITIONAL EXPOSURE IN VIRTUAL EVENT	Logo banner in Networking Lounge, Resource Centre, Prize Centre and Sponsor Centre			
90-DAYS OF EXPOSURE TO ATTENDEES	✓	✓	✓	✓
POST-EVENT DATA PORTAL	✓	✓	✓	✓

ALA CARTE:

Insertion of any digital item into the “virtual briefcase” of EVERY attendee! \$500 per digital item.

Sole sponsorship of a virtual forum webinar presentation: \$3,000

- Spreadsheet w/ presentation attendee contact information
- Logo banner ad in the Conference Centre
- Sponsor logo on opening and closing slides of the presentation
- Q&A transcript

- If the sponsor has a virtual booth, all webinar attendees are placed in the sponsor booth after the presentation for further communication
- Gold sponsors have first right of refusal on webinar sponsorships. If any elect to not sponsor a webinar, it is sold “first come, first served.”

SALES CONTACTS

Steve Akins

t: +1.919.387.7961

e: sakins@wattnet.net

Ginny Stadel

t: +1.815.966.5591

e: gstadel@wattnet.net

Karen Blandford-Anderson

t: +1.603.432.9290

e: kblandford-anderson@wattnet.net

Tineke van Spanje

t: +31.495.526.155

e: tvanspanje@wattnet.net

Dingding Li

t: +86.21.54136853

e: dingdingli@vip.163.com